

Sheri Brubeck
Longaberger National Sales Leader

July 10, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

Dear Sir or Madam:

This letter is in regards to the proposed Business Opportunity Rule R511993. I am very concerned by this proposal & how it would impact my direct selling business as an Independent National Sales Leader with The Longaberger Company. I strongly agree with the FTC's guidelines to protect the public from "unfair and deceptive acts or practices," but the proposals in Rule R511993 will prevent me from growing my business & offering this wonderful career opportunity to others.

The majority of National Sales Leaders that I know did not start out this business as successful, self confident, business women. Many were stay at home moms looking to get out of the house a couple of nights a week. What they found was an opportunity that allowed them to grow, gain confidence, & build a business at their own pace.

If the proposal for a seven day waiting period is passed we will lose the vehicle that gives everyone, including the unsure, shy, women & men, a business opportunity to unlock their potential, empowering them to become independent business owners. An opportunity that allows freedom of choice.

Our start up business kit only costs \$199. The American consumer spends much more money on luxury items & doesn't have to wait seven days. This waiting period gives the impression that there is something wrong with the business opportunity. I think this seven-day waiting period is unnecessary because direct selling companies have a 90 percent buyback policy for all products including business kits purchased by a salesperson within the last twelve months. In fact, our company's buy-back exceeds the DSA Code of Ethics requirement which, in my opinion, makes this rule unnecessary.

Another concern is the requirement to release the private information of my customers to potential purchasers. In this day of identity theft I am reluctant to give out anyone's personal information, let alone to a complete stranger. This rule alone will damage my business, as customers will not want to purchase products or even try the business opportunity knowing that their personal information can be given out to complete strangers! I am sure that those voting on this ruling would not want the company that they

purchased their TV from, to use their personal information as references to the next 10 customers who come in inquiring about TV's.

I am happy to give references, but asking prospective sales persons to sign a form that states, "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers", will scare them away. Privacy concerns & identity theft have made most people very cautious & protective of their personal information; they are not going to sign on to a new business opportunity & give permission to randomly give out their personal information to strangers.

This proposal will prohibit me from growing my direct sales business & negatively impact the extra income my family depends on. I have been an Independent Longaberger Home Consultant for more than 15 years & through hard work, personal development, & increased self confidence I have built my own business. Everyone deserves the opportunity to reach their full potential and a direct selling business offers that opportunity for many. The consequences of this proposal will negatively impact the businesses of many self employed current & future entrepreneurs.

I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and I think there are other alternatives available in achieving its goals that have a much more positive outcome.

Thank you for your time in considering my comments.

Sincerely,

Sheri Brubeck